

PRESS RELEASE

Roskilde University's Environmental Tourism Project has received a prestigious tourist prize

The Environmental Tourism Project "Learning Environmental Experiences" has just won the Danish Tourism Council's initiative Price 2008.

The RUC project "Learning Environmental Experiences" which identifies and develop environmental tourism in eastern Denmark, has won the The Danish Tourism Council's price for best initiative in 2008. On behalf of the project partners - Roskilde University, incoming travel represented by BDP – Your Best Destination Partner and Viewpoint Travel, EastDenmark Tourism and Tourist Guide Diploma Programme - Associate Professor Jesper Holm received the prestigious price, together with a check for 75,000 kroner. The prize is given to a person, organization or company that has demonstrated initiative and new approaches benefitting Danish tourism.

The prize was awarded at VisitDenmarks Thematic Conference at Brøndby Stadium on Tuesday 3rd February. "Learning Environmental Experiences" received the prize because the project through innovation and cooperation have shown a path to new tourism concepts that can create new value and growth in Danish tourism. The project is aimed at new target groups for both holiday and business tourism and has identified new tourist attractions which have opened up to tour operators and individual visitors from around the world.

Supporting the objectives in Danish climate and energy policy concrete environmental attractions will also open up for the visitors in 2009, when the UN Climate Conference COP15 is held in Copenhagen.